

Radio As Search Engine?

One BE SoniXtream Customer Tells Us How

Radio has been called a lot of things over the years. You name it. We've heard it all in the five decades that BE has been a broadcast solutions supplier.

But, search engine?

One of our SoniXtream customers casually dropped these words into a conversation, and the phrase has been making a continual audio loop through our heads ever since.

At the time, Susan Ward, Cluster Sales Manager for Beasley Broadcast in the eastern region of North Carolina, was filling us in on recent station promotions since her top salesman became the interactive manager for the five-station cluster last year.

"We've gone from selling time to selling ideas," she said, citing Web-friendly promos like an extreme makeover for military wives sponsored by a cosmetic dentist and local spa.

Then, she added, "We're basically using radio as a huge search engine to drive people to our websites and other sites." While many broadcasters are still getting used to the idea of Internet radio, BE customers like Beasley's North Carolina cluster—which is streaming stations WSFL 106.5, WXNR 99.5, WMGV 103.3, WIKS 101.9, and WNCT 107.9 using BE's SoniXtream system—are driving forward with fresh ideas, catchy promotions, and even new ways of communicating on the Web.

These broadcasters are essentially using their stations as gigantic engines for advertisers searching for customers and listeners searching for products or services. *(continued on page 3)*



Shown, three Girl Scouts meet the Beasley remote unit at Sanders Ford in Jacksonville, NC, on January 30 to talk to troops overseas over BE SoniXtream and the Internet.

Stay Tuned

BE Messagecasting Gives JACK FM, New York an Edge



Jennifer Donohue, General Manager for JACK 101.1 FM

Broadcasters worried that today's listeners are tuning them out could use a history lesson in extreme sports.

At one time, skateboarding was more of an obscure sport than extreme sport, in part because of metal wheels that kept getting hung up. Then the invention of slick polyurethane wheels around the time that a drought hit California changed everything. Racier new boards combined with dry swimming pools gave rise to an extreme sport that now rivals Little League baseball.

The lesson: sometimes you have to reinvent the wheel. And for stations like CBS' 101.1 JACK FM in New York, which is going after today's media-savvy listener with a Jack format, the slick new wheel today is Messagecasting by Broadcast Electronics.

"With all the new media choices for consumers and advertisers, Messagecasting is one way we can compete effectively and in a way that is a terrific extension of the JACK brand. It really is the ultimate permission based marketing tool," says Jennifer Donohue, who took over as Vice President/General Manager for 101.1 JACK FM in January. *(continued on page 3)*

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HD2 Mass Appeal



Clair Miller, Vice President and General Manager of WFCJ 93.7 FM

The recurring joke is that if you ask two people to identify their favorite format, you'll get three different answers.

There's some truth to this, especially for religious broadcasters catering to a diverse listener population.

"Some listeners want contemporary, some don't want contemporary. Some want a little more praise and worship, some want more teaching. At the end of the day, we are pulled in every direction," says Clair Miller, Vice President and General Manager of WFCJ 93.7 FM,

a nonprofit station owned and operated since 1961 by Miami Valley Christian Broadcasting Association in Dayton, Ohio.

If only stations could air more than one program at a time.

Thanks to the miracle of modern technology, stations like WFCJ 93.7 FM are, in fact, broadcasting more than one program channel in their given spectrum. Less than two years ago, WFCJ FM's Board of Trustees approved the station's migration to digital. At that time,

WFCJ FM's Chief Engineer, John Graham, began making incremental upgrades to the station's studio consoles, BE AudioVAULT digital studio system and its BE transmission system, in order to take advantage of new opportunities in digital technology.



While continuing to serve its main listeners with inspirational music and Bible teaching, WFCJ FM began multicasting a separate praise and worship channel (HD2) late last year. Both program channels are broadcast on 93.7 simultaneously due to a multicasting feature of the station's BE HD Radio system, giving listeners an all-music alternative.

"Our initial listener response numbers indicate that they're listening to the main channel when they're driving to and from work, and when they get to the office, they listen to the all-music HD2 program," explains Miller, who is webcasting the second program online in addition to multicasting it over the air.

Operationally, the additional channel put very little strain on station resources, since the secondary music program is piped in from satellite and managed by the same BE AudioVAULT system used for the main channel. "We couldn't afford to increase our staff or anything like that," says Miller, who is a firm believer in paying cash whenever possible and has managed to keep the non-profit station debt-free as a result. "We're fortunate to have a very forward-thinking Board of Trustees that wants us to have the latest, but we do have to be reasonable with the cost," he adds. Benefits of the station's progressive thinking are being realized today by a growing and increasingly diverse listening audience.

Stay Tuned (Continued from cover)



Consider, she says, song title and artist text. Consumers today expect this information to appear on their iPods, mobile phones and computers. Text on display is nothing new. But sending messages to phones, e-mails and radios telling listeners that a favorite song is about to air—that's new, and it's a radio application now offered by BE Messagecasting in partnership with TuneFly. Since 101.1 JACK FM began using the application more than a year ago, it has signed up nearly 10,000 New Yorkers to participate in its Messagecasting service, known as JackFlash.

Some listeners get as many as 30 messages from 101.1 JACK FM a day, depending on the number of artists and frequency of songs they've bookmarked online through TuneFly. Many also send personal messages along with song dedications to friends through the system (which also appear on the JACK FM website, likejack.com) giving JACK a great tool for viral sharing.

In addition, 101.1 JACK FM is currently working with TuneFly on building a program that will allow the station to IM listeners a message to tune in right before the station announces the

winner of a highly-anticipated contest, for example, or to call in immediately for a chance to win. The highly anticipated feature should debut on JACK FM shortly.

Not only is messaging on the fly a huge TSL booster for JACK FM because it continually drives P1 listeners back to its dial position, but the messages are both anticipated and relevant to the individual listener. "These are people who have invited us into their homes and offices. To be able to offer that to clients has incredible value, and agencies see that," says Theresa Beyer, 101.1 JACK FM Director of Marketing, citing Toyota and Burger King as just two companies taking advantage of 101.1 JACK FM Messagecasting.



101.1 JACK FM listeners are essentially pinged by the station in real-time through the TuneFly application, which resides on the BE AudioVAULT digital media system with The Radio Experience data management suite for dayparting and generating the messages.

"We can daypart those messages, too, so we can put Burger King's lunch message in the hands of consumers as they're making their decision on where to get a bite. That kind of immediacy is invaluable," adds Beyer.

Time is Money

And other lessons from the top TSL station in Boston

WNNW 800 AM just outside of Boston has recorded some impressive Time Spent Listening (TSL) numbers for the last year or more.

"We consistently hold the number-one spot in Boston for TSL," states Pat Costa, General Manager for WNNW 800 AM as well as WCEC 1110 and WCCM 1490, all near the metro Boston area. "People listen to our station an average of 14 to 16 hours."

Most flashlight batteries don't even last that many hours. So, what does this Eveready AM have that other stations don't?

For starters, it has targeted programming. WNNW 800, one of the first AMs in the country to broadcast HD Radio using BE equipment, is a leading Spanish-language station in a market not generally known for its Hispanic culture. Licensed to Lawrence, the state's predominant Hispanic community with a Spanish-speaking population of around 50,000, WNNW 800 programming is unique, highly targeted, and virtually untouchable.

"There's not an FM in the entire Boston area that's in Spanish, probably because the Hispanic population hasn't reached critical mass here. Yet we've been very successful with Hispanic programming since 1990, even before the format was fashionable," says Costa.



Benny Espillat (left), the owner and manager of Berkley Shoe in Methuen, Mass., proudly accepts one of the HD promotional radios from Pat Costa, right, as part of WNNW 800 AM's HD rollout campaign.



Mid-day WNNW 800 personality La Beba, right, presents an HD radio to Elpidio Beato, a faithful WNNW AM listener who is now listening to the AM in HD quality.

It's no coincidence, either, that WNNW 800 AM's TSL began to climb soon after the station increased its coverage area into Boston with a new BE AM 6A transmitter, and added HD Radio technology months later. After all, you can't get listeners, let alone sustain listenership, without coverage and good—if not great—sound.

"Because we don't have the million-plus Hispanics in this market that the bigger (advertising) agencies like to see, it's really important that we constantly improve what we have," explains Costa, who converted WNNW 800 AM to HD Radio technology with a slight modification to the BE AM 6A transmitter late last year and has been promoting the sound on-air and on remotes ever since.

"For an FM to go to HD is nice. But to go from AM analog to HD is really a step up in quality," he adds, citing listener comments from a recent HD demonstration in the station lobby. "Listeners thought they were listening to a live feed instead of the off-air HD signal from a \$99 RadioShack HD radio."

It is this kind of leadership that, above all else, is responsible for WNNW 800's remarkable staying power, earning this highly competitive AM station a top spot in the Boston market and a few top-name advertisers, including Lowe's, McDonald's, and Anheuser-Busch.

Radio As Search Engine?

(continued from cover)

"It used to be about adding value on the Internet. Now, it's all about the value of radio and the Internet creating a bridge between people and products," commented Michael Tangredi, the new Interactive Manager for the Beasley Carolina cluster, which is using BE's SoniXstream streaming application for content formatting, Internet connectivity and ad insertion functions.

The quintessential example of interactive, local radio is a public service called "Operation Keeping You Close" being offered by the five-station cluster, which serves three military branches and several bases in Eastern Carolina. Active military personnel are encouraged to sign up online with their favorite Beasley radio station and then, once deployed overseas, visit the station's website to get text and voice messages from their family and friends back home.



"Operation Keeping You Close" was launched in December of 2006, and is being supported by Sanders Ford and other businesses in the area.

Other Web interactive promos by the cluster include an anti-football party and an online banner ad of a bobblehead Elvis doll promoting a local car dealer, who happens to be a rabid Elvis Presley fan. Sponsors are using the stations' online interactivity to drive customers to their websites.

"It's exciting the way people are taking to this. Interactive streaming is entirely new to us in the cluster, but it's really taking off and we're really starting to see the results in terms of ad revenue," said Ward.



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BE FastTrack to HD Radio @ NAB Booth N 7106

Wherever you are on the path to HD Radio, BE can provide you with the information you need to make the best decisions for your stations. *BE Fast Track to HD Radio @ NAB* offers you a unique series of "learn and earn" opportunities. These are designed to supplement and complement the multi-platform and HD Radio displays at BE Booth N7106.

Here are some of the key events:

Where HD Radio Meets Creativity, Revenue and Technology

These presentations are for those in radio station management, programming, promotions and sales. We'll present practical information on multi-platform and HD Radio, appropriate to those exploring, planning or in the midst of their transition. Learn about tools and techniques that can put you at a competitive advantage.

Time: Tuesday, April 17 from 2:30pm until 3:30pm
Repeated: Wednesday, April 18 from 1:30pm until 2:30pm
Location: North Hall Booth N6330

Broadcast Electronics HD Radio Seminar

This is the free, annual technical event where engineers and others get up-to-date on the latest technologies, share their experiences and increase their odds of becoming heroes to everyone at their stations!

Time: Saturday, April 14 from 2pm until 4pm
Location: Las Vegas Convention Center Room N211

Broadcast Electronics @ The NAB Broadcast Engineering Conference

A number of technical papers by BE have been accepted for inclusion in this conference:

Implications of Advanced HD Radio Services on Station Workflow

Presenter: Ray Miklius, BE VP Studio Systems
Panel: Multicasting for Radio
Time: Sunday, April 15 from 9:30am until Noon

Pre-correction Techniques for Radio Broadcast Transmitters

Presenter: Richard Hinkle, BE VP Engineering & Technical Services
Panel: RF Implementation for HD Radio
Time: Sunday, April 15 from 1pm until 5pm

Networking and STL Issues when Implementing Multicasting for HD

Presenter: Richard Hinkle, BE VP Engineering & Technical Services
Panel: STL Bandwidth Requirements for Radio
Time: Monday, April 16 from 10:30am until Noon

Improved Data-Follow-Audio in Multi-platform Radio

Presenter: Neil Glassman, BE VP Strategic Marketing
Panel: Emerging Broadcast Technologies
Time: Wednesday, April 18 from 9am until Noon

HD Revenue Streams

HD Revenue Forecast Out to 2011

As HD Radio matures, Kagan Research has adjusted its HD revenue forecast out to 2011 for four business models:

- **Multicasting.** Additional music channels will predominantly earn revenue based on the familiar advertiser business model.
- **Sponsored "Instant" Channel.** Stations are expected to allocate a small percentage of their digital channel to instant 24-hour news/weather/traffic services, earning revenue based on the sponsorship model.
- **Datacasting.** Text running across the screen will offer new advertising opportunities, and leasing of spectrum to third parties is expected to provide additional station income.
- **Subscription-Based Model.** Although not viewed as a significant revenue driver, channel subscriptions remain a viable possibility and Kagan expects some stations to offer customers unique content for small, monthly fees.

HD Revenue Streams (000)

	2007	2008	2009	2010	2011
Multicasting	\$503	\$6,570	\$71,613	\$384,428	\$943,644
Sponsored "Instant" Channel	164	3,219	12,729	60,335	99,733
Datacasting	310	2,424	15,257	41,154	83,775
Subscription-Based Model	0	6	8	9	10
Total HD Revenue	\$977	\$12,219	\$99,607	\$485,925	\$1,127,162
Total Radio Revenue	\$20,587,057	\$21,308,383	\$22,054,475	\$22,887,746	\$23,697,326

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